

FASHION EXPOSED

12-14 FEBRUARY 2012 | SYDNEY EXHIBITION CENTRE



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FASHION EXPOSED ANNOUNCES DEBUT FINALISTS FOR SYDNEY 2012 AUSTRALIA'S LEADING EMERGING DESIGNER COMPETITION

Debut, run as part of the Fashion Exposed trade fair, has unveiled an impressive lineup of finalists for the upcoming **Sydney 2012 competition**. A launch pad for over 135 young Australian labels, Debut's past winners include now established brands Alexi Freeman, Limedrop, Trimapee, Subfusco and Since Grey.

Since its inception in 2006, Debut has enabled designers to gain exposure among thousands of professional buyers who share an equally exciting opportunity; a unique preview of the hottest new talent that have differentiated themselves through unique design, innovation and professionalism.

For the Feb 12 – 14 competition, twelve budding fashion and accessory designers from across the country will sit before a panel of industry professionals with a view to winning a rewarding prize package including a stand at the next Fashion Exposed trade fair valued at \$3,000.

Women's apparel and swimwear dominate the selection this season. **From Victoria, Brkich** will present a simple yet innovative collection - the Spring Summer 2012/13 pieces have a strong focus on shapes and clean lines which create a perfect canvas for unique and daring screen-print. Inspired by days gone by and the revival of the glamorous Pan Am stewardess, **Bombshell Bay** presents a 10 piece swimwear collection which combines flattering cuts and high-waisted two pieces, with statement straps and confidence boosting, one pieces. Also from VIC, **Neo Dia** textures with bold colours and combines clean lines with tubular silhouettes.

From **Queensland – Coast by Kate Campbell**, luxury resort wear, offers beautiful pieces made from fabrics such as silks, silk blends and rayons - allowing garments to drape. **Hannah Zschommler**, has created unique garments that have been delicately designed and made with fine workmanship.

New South Wales finalist, **Ginny & Jude Designs** will showcase a signature range of headwear, complemented by smaller seasonally inspired ranges of jewellery, belts, apparel and other assorted knick-knackery. The distinctly unique fashion accessories are constructed from a carefully selected combination of new and vintage materials. Providing vibrancy and movement, **Lauren Cass** combines natural luxurious fibres with distinct design. Inspired by kaleidoscope and radiating aesthetics, **Silent Sky** will present swimwear in unique prints.

Jeremy Lim, from **Western Australia**, fuses sailing references with a 'Vikings of yesteryear' theme. The only menswear entrant in the competition showcases a truly directional collection.

With a passion for frilled delicacy, **Kelsey Genna** from **New Zealand** will showcase her soft, romantic designs.

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